

ORDER



Orders
Order / Rev: 208199
Alt Order #: 06855926
Product Desc: 9/24-9/30 BARACK OBAMA
Estimate: 1844
Flight Dates: 09/25/12 - 10/01/12
Original Date / Rev: 09/24/12 / 09/26/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency Name: Greer Margolis & Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue Northwest
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Obama For America (D)
Demographic: A35+
Product Codes: PL1
Priority: P3
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN13209
Agency External ID: IN117/SP159/AL1336

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	18	\$12,950.00	\$11,007.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	18	\$12,950.00	\$11,007.50	0.00
Totals	18	\$12,950.00	\$11,007.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	35%	\$12,950.00
Market	100%	\$37,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	10%	\$3,700.00
WGNT	7%	\$2,590.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	18%	\$6,660.00
WTVZ	12%	\$4,440.00
WVEC	18%	\$6,660.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	09/25/12	09/28/12	M-F 4-5p M-F 4-5p	CM	4-5p	- TWTF - -	:30	3	\$100.00	P4	0.00	NM	3	\$300.00
STEVE WILKOS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/24/12	09/30/12	- TWTF - -	3		\$100.00	0.00							
E 2	WVBT	09/25/12	09/28/12	Springer M-F 5-6p Jerry Springer	CM	5-6p	- TWTF - -	:30	3	\$100.00	P4	0.00	NM	3	\$300.00

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WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
MAURY POVICH R															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--					3	\$100.00		0.00			
E 3	WVBT	09/25/12	09/25/12	Tue Hour 1 Tue 8-9p	CM	8-9p	-T-----	:30	1	\$700.00	P4	0.00	NM	1	\$700.00
RASING HOPE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-T-----					1	\$700.00		0.00			
E 4	WVBT	09/29/12	09/29/12	College Football College Football	CM	College Football	-----S-	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
FOX COLLEGE FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-					2	\$300.00		0.00			
E 5	WVBT	09/30/12	09/30/12	NFL Redskins NFL Redskins	CM	NFL Redskins	-----S	:30	1	\$6,000.00	P2	0.00	NM	1	\$6,000.00
REDSKINS FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$6,000.00		0.00			
E 6	WVBT	09/30/12	09/30/12	Fox NFL Reg Season 1p Fox NFL Reg Season 1p	CM	Fox NFL Reg Season 1p	-----S	:30	1	\$4,000.00	P2	0.00	NM	1	\$4,000.00
NFL FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$4,000.00		0.00			
E 7	WVBT	09/30/12	09/30/12	FOX News Sunday Fox News Sunday	CM	10-11a	-----S	:30	1	\$50.00	P3	0.00	NM	1	\$50.00
FOX NEWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$50.00		0.00			
N 8	WVBT	09/25/12	09/28/12	M-F 6-7p Maury Povich	CM	6-7p	-TWTF--	:30	4	\$100.00	P4	0.00	NM	4	\$400.00
MAURY POVICH R															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWTF--					4	\$100.00		0.00			
N 9	WVBT	09/28/12	09/28/12	Fri Hour 1 Fri 8-9p	CM	8-9p	----F--	:30	1	\$500.00	P5	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--					1	\$500.00		0.00			
N 10	WVBT	09/29/12	09/29/12	MLB on Fox MLB on Fox	CM	MLB on Fox	-----S-	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-					1	\$100.00		0.00			
													Totals	18	\$12,950.00